



| SERIAL ENTREPRENEUR AND ONE OF THE WORLD'S TOP 100 RETAIL INFLUENCERS

ASHLEY DUDARENOK

A Chinese serial entrepreneur, award-winning digital expert, and author, recognized as a "Guru on digital marketing and fast-evolving trends in China" by Thinkers50. As the founder of ChoZan超赞, a China Digital transformation Consultancy, and Alarice, a digital marketing agency, Ashley possesses both deep theoretical knowledge of China's digital landscape and hands-on implementation experience.

Her expertise has garnered the endorsement of China's tech giants, such as Alibaba, Jingdong, ByteDance, Tencent, Pinduoduo, Meituan and more. Ashley and her team help Fortune 500 brands and global tech firms shorten their learning curves by leveraging lessons from China's digital transformation through learning expeditions consultation project.



| TOP THEMES: LEARN FOR FROM CHINA

01

CUSTOMER CENTRICITY

TRACKING THE EVOLUTION OF CONSUMERS AND CRAFTING SEAMLESS JOURNEYS FROM DISCOVERY TO REPEAT PURCHASE.

02

THE FUTURE OF RETAIL

SHAPING THE RETAIL TECH HORIZON, NAVIGATING THE FUTURE OF SOCIAL COMMERCE AND PREPARING FOR WHAT'S NEXT.

03

TECHNOLOGY IN ACTION

UNLEASHING AI, XR, AND OMO FOR ENHANCED CUSTOMER VALUE IN MARKETING AND RETAIL.





I FEATURED CLIENTS

Ashley has delivered over 500 keynote speeches and tailored deep-dive sessions for companies such as Coca-Cola, Disney, Shiseido and more. Participants consistently rate her speeches as inspiring, energetic, and actionable, motivating them to think, feel and act differently.



Alphabet

HSBC

roposo

3M



GENTING

RICHEMONT



“
Ashley was knowledgeable, professional and a great addition to the conference. She is an excellent speaker and we were happy to work with her and hope to collaborate further in the future.

Matt Haldane, SCMP

“
A must do for those who are interested to onboard themselves with the skyrocket pace of China digital development and to learn in-depth perspectives.

Joy Liu, LVMH

“
Outstanding keynote! Ashley was really engaging and helped condense all the China digital marketing trends into a digestible format so it's easily put these learnings into our business strategy.

Eunice Chin, SHISEIDO

I ASHLEY'S BOOK SERIES

Ashley has authored 11 books on Digital China. These books, available in both online and physical formats, can be purchased for your event. Excerpts can be provided upon request.



ON THE FUTURE OF RETAIL



ON THE CHINESE CONSUMER



ON ENGAGING WITH CHINA ONLINE

I ASHLEY HAS BEEN FEATURED IN



Bloomberg

BBC

Forbes

Entrepreneur

CGTN



THE HUFFINGTON POST





ASHLEY HAS BEEN HAILED AS

LINKEDIN TOP VOICE IN MARKETING WITH

over 95,000 followers on the platform

“GURU ON FAST-EVOLVING TRENDS IN CHINA”

by Thinkers50

ONE OF 2022'S TOP 30 INTERNET MARKETERS IN THE WORLD

by Global Gurus

ONE OF ASIA-PACIFIC'S TOP 25 INNOVATORS

by Holmes Report

ONE OF 20 TOP VISIONARIES IN THE MEDIA AND TECHNOLOGY INDUSTRY

by Adello Magazine

ONE OF 2024'S TOP 100 RETAIL INFLUENCERS IN THE WORLD

by RETHINK Retail

SEE ASHLEY IN ACTION



FOLLOW ASHLEY ONLINE



385,000+



100,000+



22,000+



5,000+



1,400+



1,500+

GET IN TOUCH



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BOOK A CALL WITH ASHLEY'S TEAM NOW

